

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	: Kristin Coit et al	Art Unit	: 3622
Serial No.	: 10/814,102	Examiner	: Daniel Lastra
Filed	: March 31, 2004	Conf. No.	: 5180
Title	: IMPROVING ADVERTISEMENT APPROVAL		

Mail Stop Amendment

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF JANUARY 15, 2010

Please amend the above-identified application as detailed below and consider the following remarks.

Amendments to the claims are reflected in a listing of claims that beings on page 2 of this paper.

Remarks begin on page 8 of this paper.